

# **UW Social Media Technologies & Implementation Course**

## **Week 1: Introductions, Course & Social Media Overview**

October 4<sup>th</sup>, 2012

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Assistant: Derek Belt @derekbelt

# ***Course 1 – Oct 3<sup>rd</sup> to Dec 12***

- Over the first 10-weeks of the program, students will learn the history and present state of social media, as well as the components of social media use for organizations.
- Students will develop understandings of social strategy, community management, influencer relations, digital experiences, online advocacy, and social analytics and measurement.
- Students will work through individual and group projects to dissect, understand, and present case studies of organizations that have been successful or unsuccessful in leveraging social channels.

# *Course 1 – Highlevel Syllabus – Oct 3<sup>rd</sup> to Dec 12*

Week	Topic
1	Overview
2	Business Use Case for Social Media (Internal, External, Depts.)
3	Being Strategic with Social Media
4	Community Management & Content Development
5	Creating Experiences & Social Creative
6	Social Analytics & Reporting
7	Influencer Relations & Social Media Outreach
8	Social ROI/Measurement
9	Group Presentations
10	Final Presentations

# Introductions

- Blake
- Derek
- You
- **Share the following:**
  - Name
  - What you do
  - What brought you to the class
  - What you'd like to leave this section of the course with
  - What chapter you are on in Groundswell
  - What was your 1<sup>st</sup> concert

# Grading Structure

Points Value	Assignment/Activity
10	10 Minute papers/post (one per week)
5	Minimum of 5 comments on other's minute papers
15	Active participation in class discussion, Twitter, & groups
20	Community Management Project
30	Individual Project (Book Review)
20	Group Project (Presentation about a particular platform)

# ***Community Management Project***

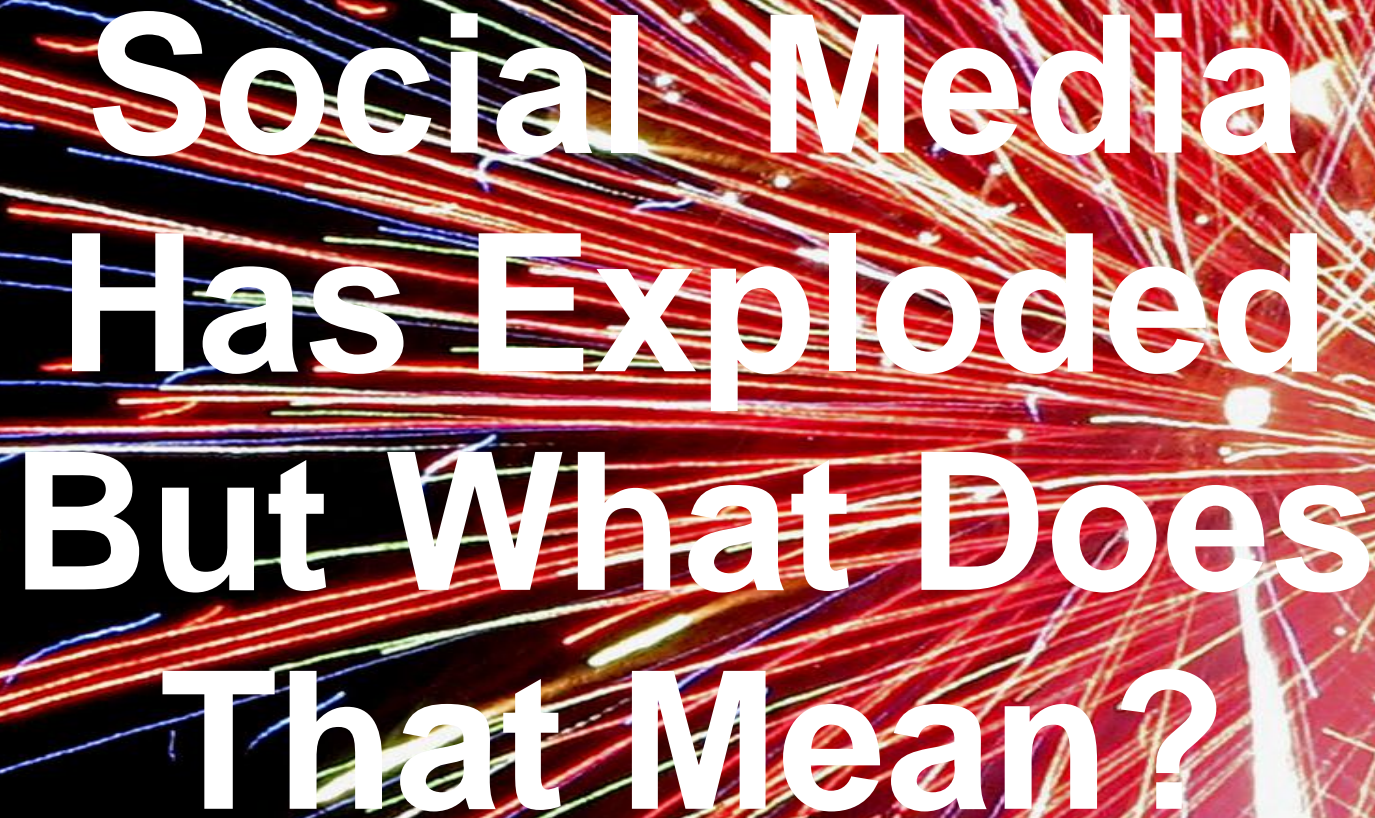
- An opportunity to experiment and develop practical skills in a safe but controlled environment
- Throughout the program, students will create, design, launch, and manage social media channels
- Teams will be assigned to specific channels and will rotate to new channels each quarter

# Wiki/Blog Overview/Demo

Break



# **Social Media Overview**



**Social Media  
Has Exploded  
But What Does  
That Mean?**

# **Social media revolution**

# What is Social Media?

Any tool or service that uses the Internet to facilitate conversations.

The democratization of information, transforming people from content readers into publishers.

It is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers.

Brian Solis, "Engage!", pg. 37




Social media spending is expected to increase from \$716 million in 2008 to \$3.1 billion in 2014.

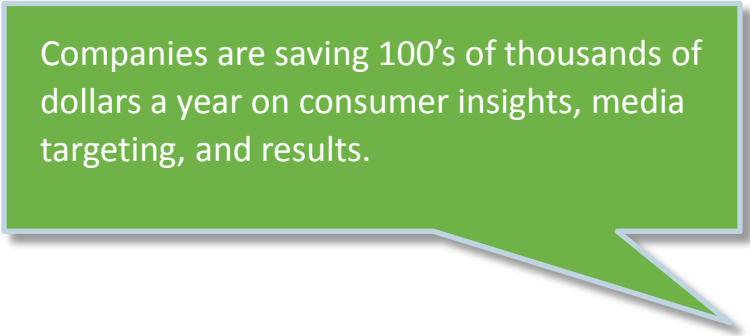


86% of US online adults now use social channels.

## WELL, CONVERSATIONS ON THE SOCIAL WEB ARE SHAPING CONSUMER PERCEPTIONS, INFLUENCING REVENUE AND INVESTMENTS AT BRANDS



44% of Twitter users have recommended a product. Was yours mentioned?



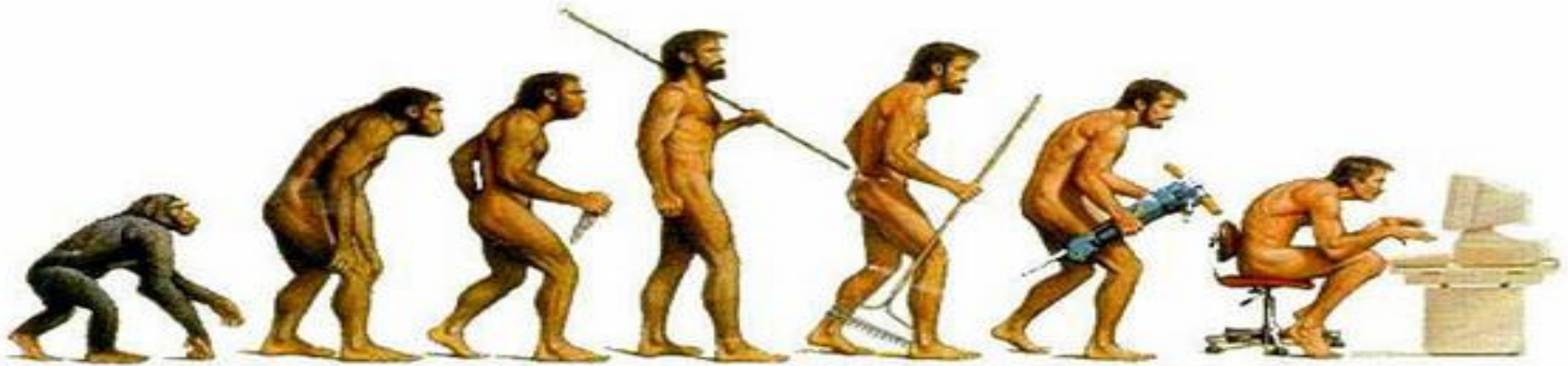
Companies are saving 100's of thousands of dollars a year on consumer insights, media targeting, and results.

# What is Social Media?

- a) New communication channels
- b) New way for business to interact with customers & for consumer to interact with each other
- c) Facebook, Twitter, social networks, communities and forums
- d) Paradigm shift that has revolutionized the world
- e) Snake oil
- f) The 21<sup>st</sup> century equivalent of a “vast wasteland”
- g) So cool!

# Why Social Media?

- Consider this...
  - More people using social channels than email (Edelman Nov '10)
  - Results from social media are better, faster, and cheaper than similar market research
  - Customers trust “companies like me” over “companies not like me” 3:1
  - Largest brands in the world already adopted SM (most are still learning)
    - Not too late, not too early
    - Critical mass (50%) adoption in 3-5 years
    - Competitive advantage (yes, still)
  - Makes good business sense (later...)



because as we evolved...





...this isn't working anymore

If you don't like change, you're  
going to like irrelevance even less.

--General Eric Shinseki  
Chief of Staff, U.S. Army

Many Brands.....





“The desire for control is engrained in our genes, our lives, our education”

-- Gerd Leonhard

**Ok, From the top again...please**

# What is Social Media?



A tool or service that uses the Internet to facilitate conversations between people online.



The democratization of information, transforming consumers from content readers into publishers.



A shift in marketing from a one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers.

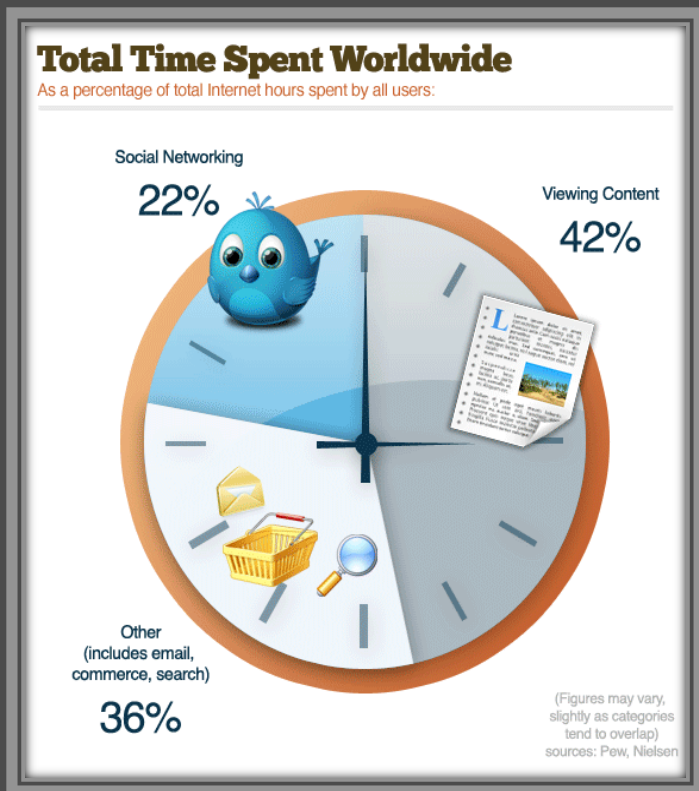
# Social is an ecosystem



- All platforms are integrated and work in concert to support one another.
- Not just another channel, but a place to learn, gather and share information.
- It's here to stay, and has transformed how we communicate as individuals, brands, causes, and organizations.

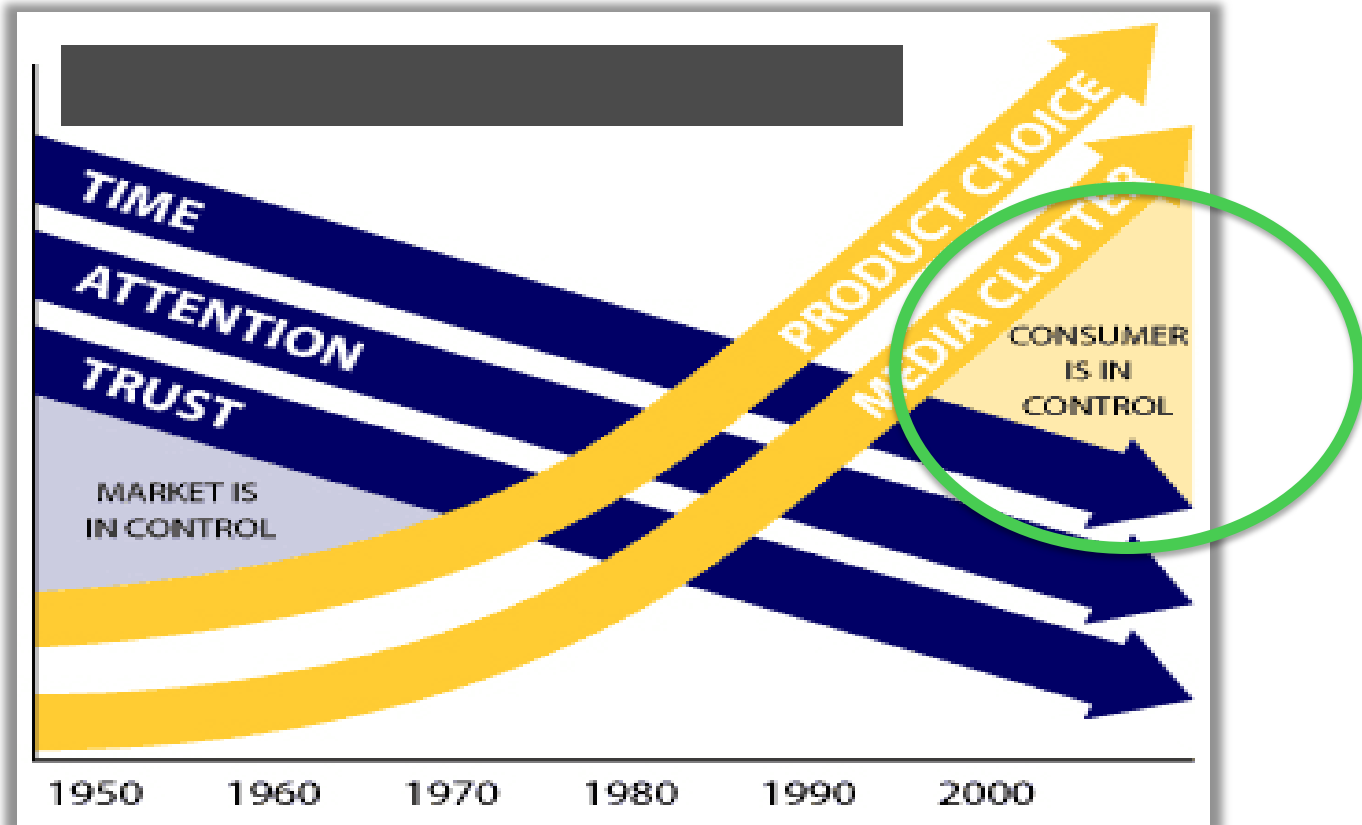


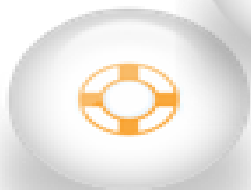
# Social Media Cannot be Ignored!



- **86%** of US adults are now online.
- If Facebook was a country its population would be the **3<sup>rd</sup> largest in the world** behind only behind China & India.
- **44%** of Twitter users have recommended a product or service.
- **60%** of Facebook fans and **79%** of Twitter followers are more likely to recommend the brands they follow.
- **78%** of consumers trust peer recommendations while only **14%** trust traditional advertisements.
- If approached correctly, online consumers will become your brand advocate.







Website



Myspace



Video

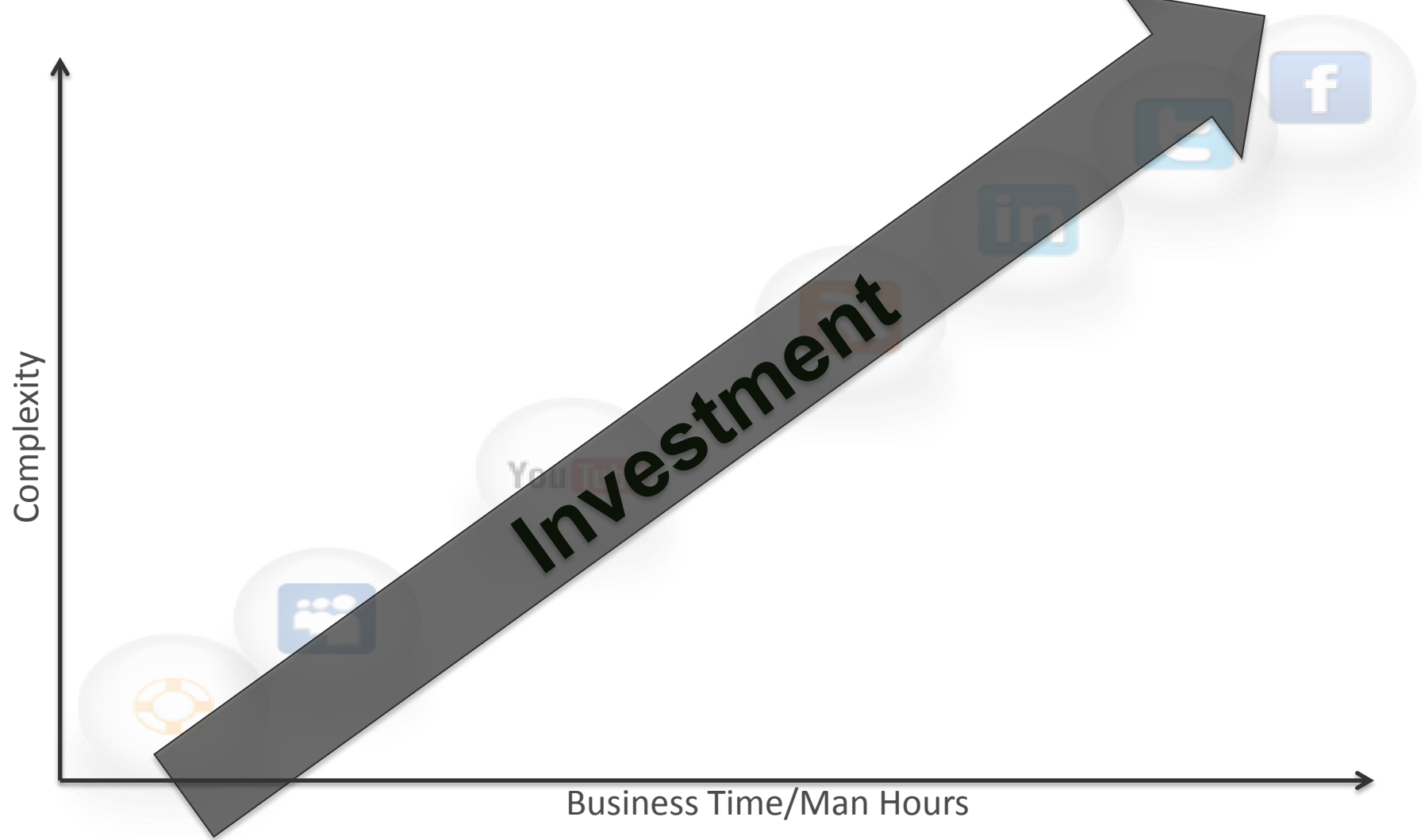


Blog



Social media

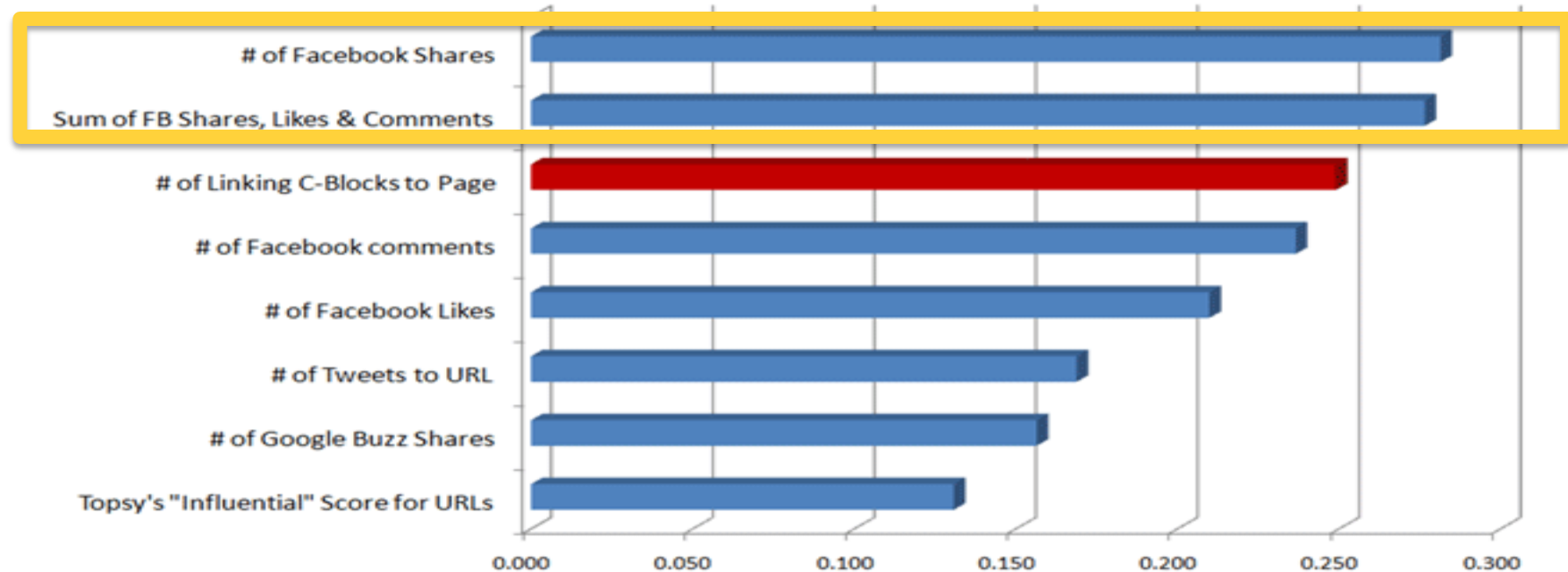




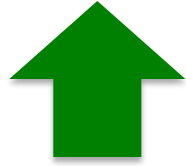


## Correlation of Social Media-Based Factors

(data via Topsy API & Google Buzz API)



COMPLETE SHIFT IN PURCHASING BEHAVIOR

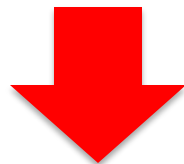


**Trust** = (Credibility x Reliability x Intimacy)



**Trust** = (Credibility x Reliability x Intimacy)

**Self Promotion**





**Building relationships  
with people takes time**



Critical Opportunity

# The Wow Effect



The Platforms – Break it down for me please

“What’s a hashtag again?”

# Social Media Platforms

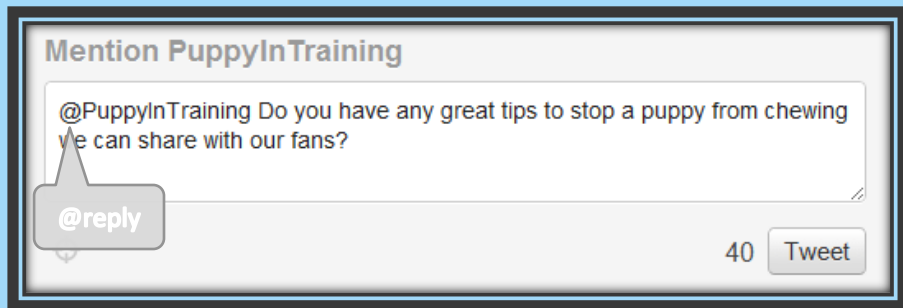
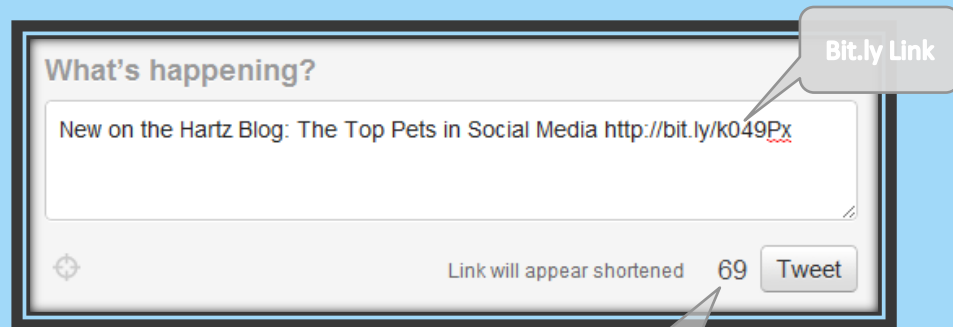


# Twitter



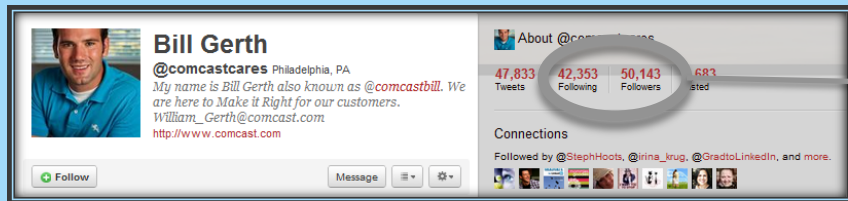
- The shortest, simplest form of social media sharing is microblogging.
- “The text messaging of the internet”
- Real-time content is immediately public and searchable.
- June 2011: 200 million tweets sent daily
- Trending topics are a great source of news and also an early warning system.

# What is a Tweet?



- Yields real-time content that tells a condensed story of what's happening right now.
- Limited message length: only 140 characters allowed!
- Responses must be concise and calculated.
- Use link shorteners like bit.ly in order to drive traffic to more robust conversation on partner sites.
- Allows easy interactions with key influencers:
  - "@reply" to engage in conversations
  - RT to share content; shows allegiance
  - DM (direct message) followers whom you follow
  - Less formal than Facebook or email due to character limit

# Twitter Engagement



•Responding

•Follow people

•Direct Message (DM)

•@mentions

•@replies

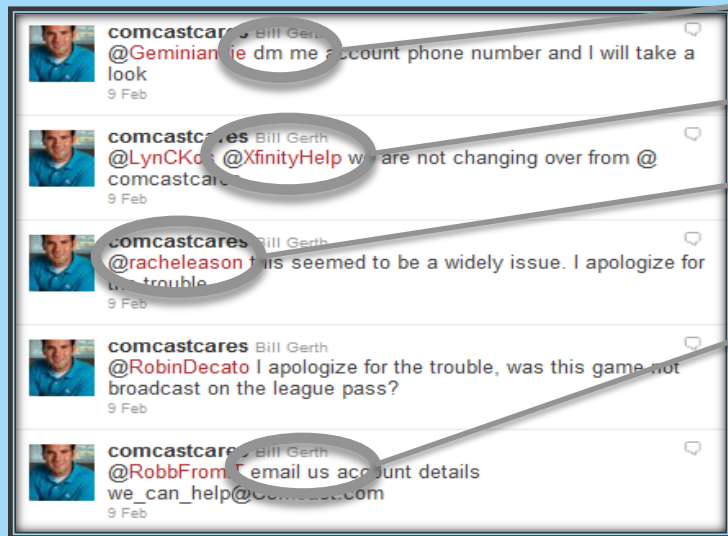
•Drive to email

•Remember:

•Real-time engagement

•Authentic communication

•Immediate publishing



# The ReTweet

What is a ReTweet: To repost or quote another user's message on Twitter

- RT=ReTweet
- Native and Manual RTs

Why ReTweets (RT) are important:

- Overall reach includes those that follow you, but also the followers of the handles that RT
- RTs help to build credibility and prove that a handle is worth following
- RTs increase exposure, increasing likelihood of new followers

How to be RTed:

- Maximize content worth reading/sharing
- Status as a thought leader within the community
- Takes time to build trust



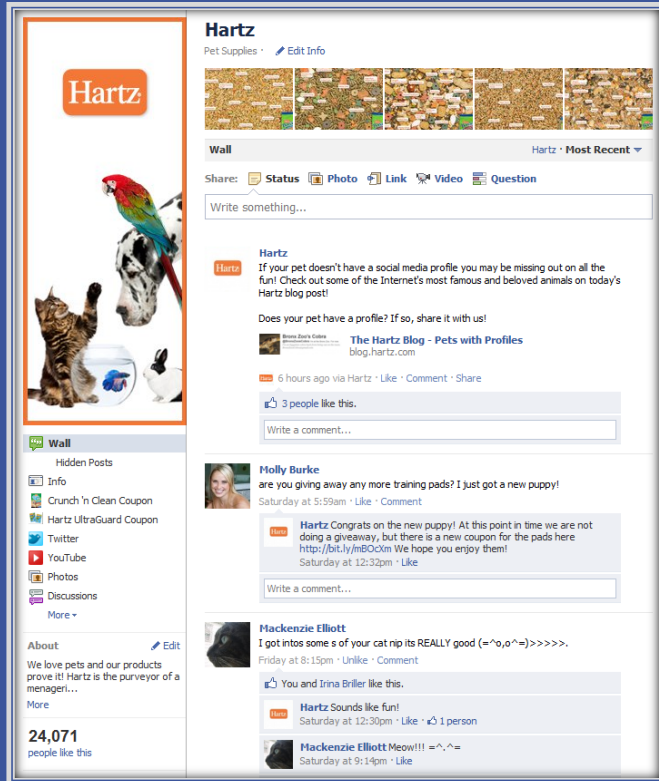


# The #Hashtag



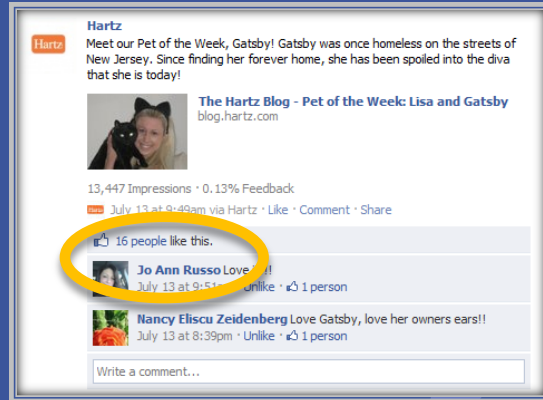
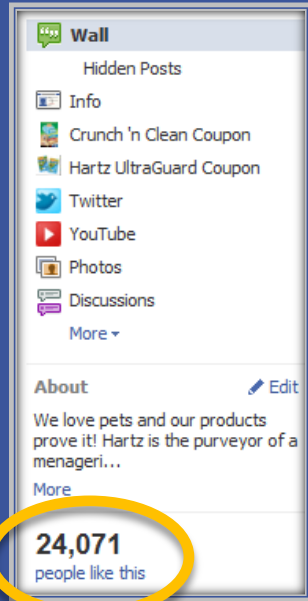
- Helps to search and track topics
- More easily searched than phrases without
- User defined – anything can be a #hashtag!
- #nolie #youcanreallyuseanything
- What it can be used for:
  - Give credibility to a campaign
  - Track campaign activity
  - Build brand awareness

# Facebook



- The Facebook Fan Page is not a personal profile. There are differences to its functionality and use.
- Allows fans to interact with **a brand** in a brand-to-consumer manner with increased interactivity.
- Daily posts
- Responses to each question/post
- Campaign promotion
- Tab applications
- Quizzes, questions and polls
- Posts update to fans' newsfeeds
- More fans=more impressions across Facebook

# Likes and Comments



• Likes and comments are aggregated to measure the success of campaigns and general engagement activities across a specific time period. These actions are referred to as “interactions” or “feedback”.

• Helps to give the audience a unique voice. A page with no interaction means the fans do not feel empowered and are not identifying with the brand.

• Page likes = fans of the page (similar to friends on a personal profile)

• Post likes are expressions of approval and help to measure the interactivity of content.

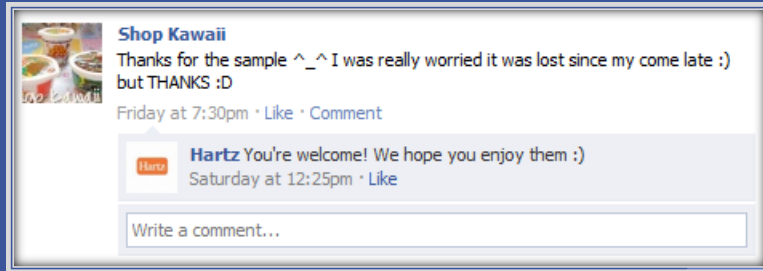
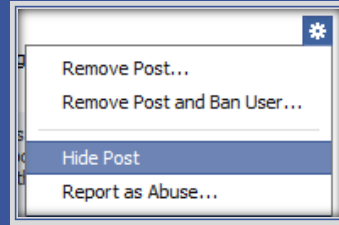
• Comments give insight to interactions:

• Illuminating consumer behavior trends

• Used to measure what type of content appeals to your audience

• Provides an opportunity for the brand to respond on a 1:1 basis

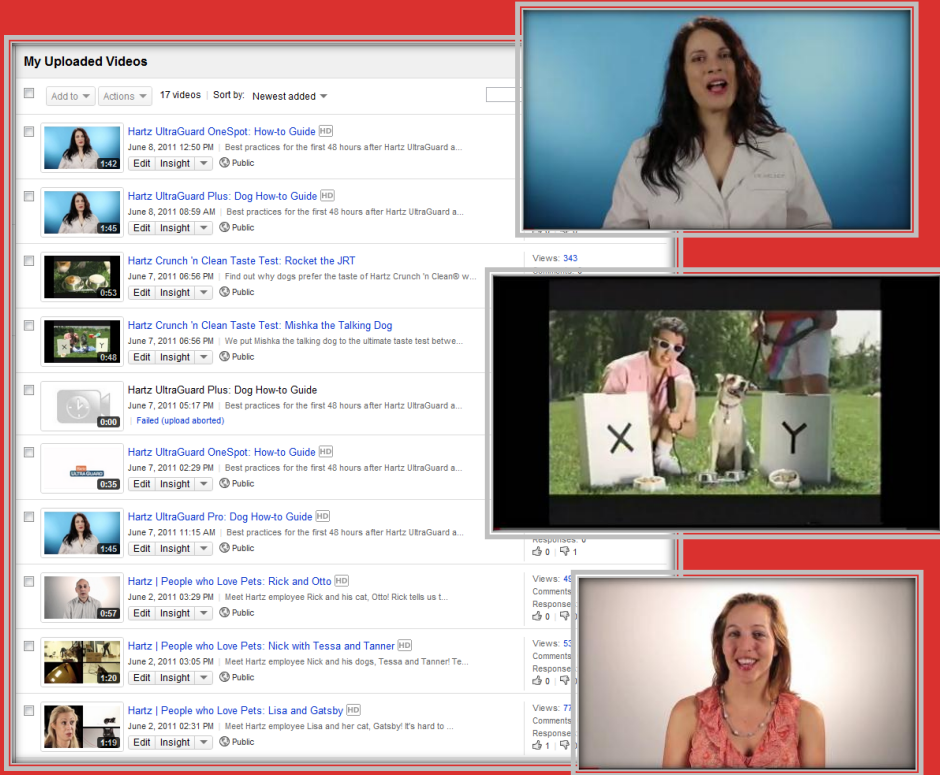
# Responding on Facebook



- Posts can be hidden if they are in regard to a sensitive topic
- Email/Phone number contact information can always be provided to take extended conversations offline and decrease the likelihood of copy cat posters.
- Facebook has implemented strict security settings:
  - Ability to direct message is dependent on a user's privacy settings.
  - Can only give out Hartz contact information. As a public forum, we cannot ask fans to give theirs.
- Cannot make everyone happy!
  - Focus on opinions that can be changed.
  - Ban, hide or ignore persistent, angry posters

facebook

# YouTube



- Videos are hosted on YouTube, but can be embedded on other platforms (e.g. Facebook):

- Views on other sites are included in YouTube total views.

- Helps expose the video to a larger audience.

- Can build brand presence on YouTube by interacting with the community:

- Subscribe to similar channels

- Leave video responses with related videos

- Content must be interesting and relevant to the audience:

- Viral videos can garner a wide audience, but cannot be overly branded or too “commercial”

- Brand informational videos drive channel credibility but will not be shared extensively

- Shorter videos (:30-2:00) capture and maintain audience attention

# A Blog



- Helps support existing campaigns by providing a space that builds context around content and drives users to Facebook, Twitter, and YouTube.
- Comments are now integrated with a Facebook plugin to allow for broader exposure of articles and encourage sharing of thoughts.
- Articles drafted to improve SEO:
  - Hyperlinks to brand included in articles (inbound links)
  - Include commonly searched pet care terms (keyword targeting)
- Need to keep content interesting and valuable to your audience:
  - The more real-time, the better (1 day = 1 month in social)
  - Over branding = less appealing



# Pinterest Is...

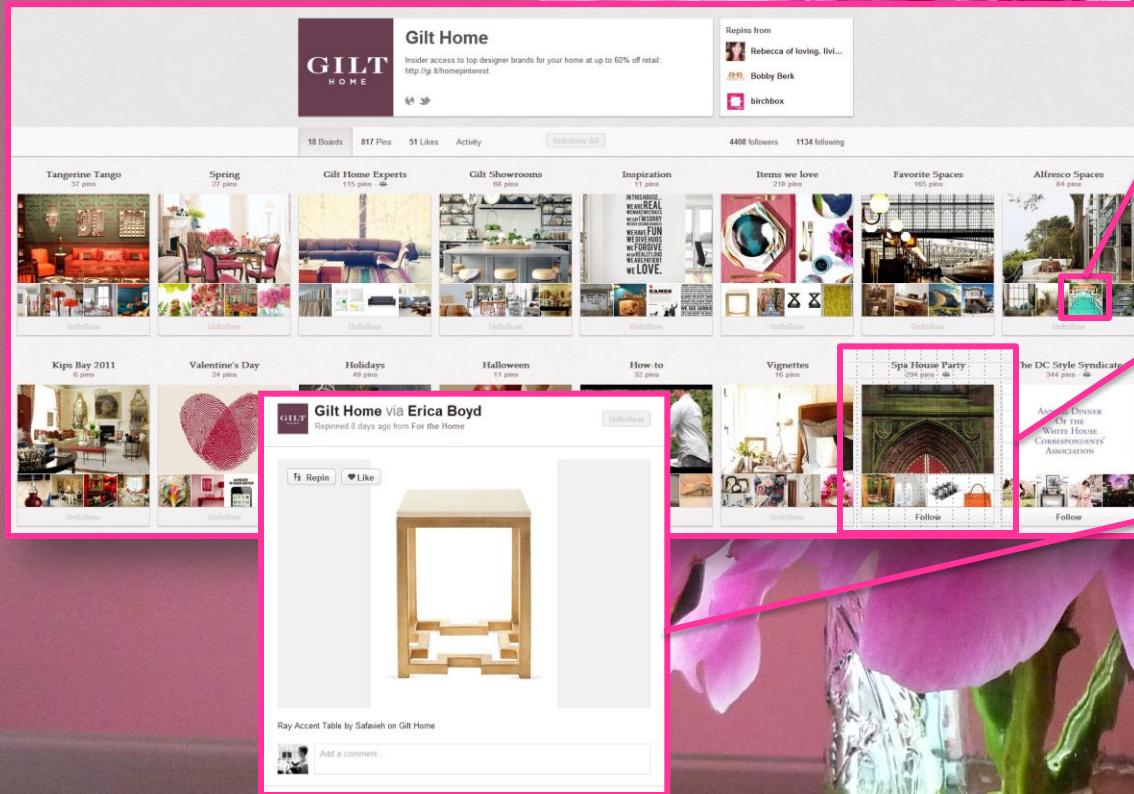
A virtual pinboard.

The fastest-growing website in history.

Beating out Twitter, StumbleUpon, Bing, and Google in referral traffic.



# The Look



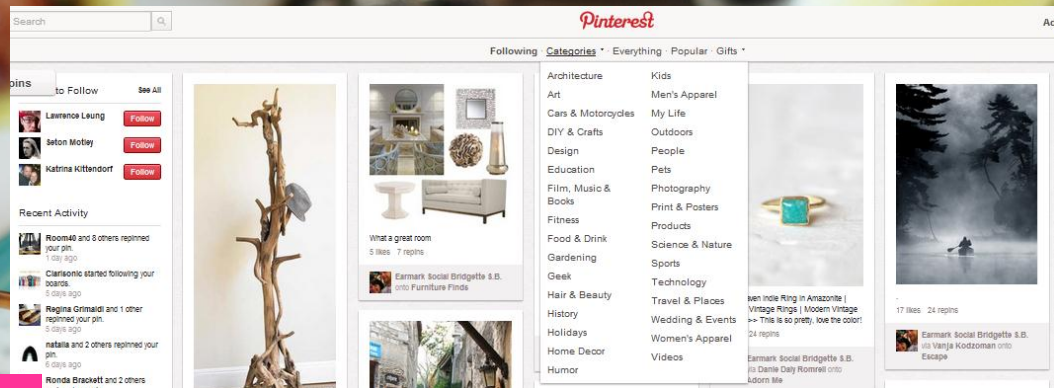
**Pin:** An image added to Pinterest.

**Board:** Set of pins related to one topic.

Users can browse, repin, comment on and like pins.



# What Can I Do on Pinterest?



## Browse pins and boards:

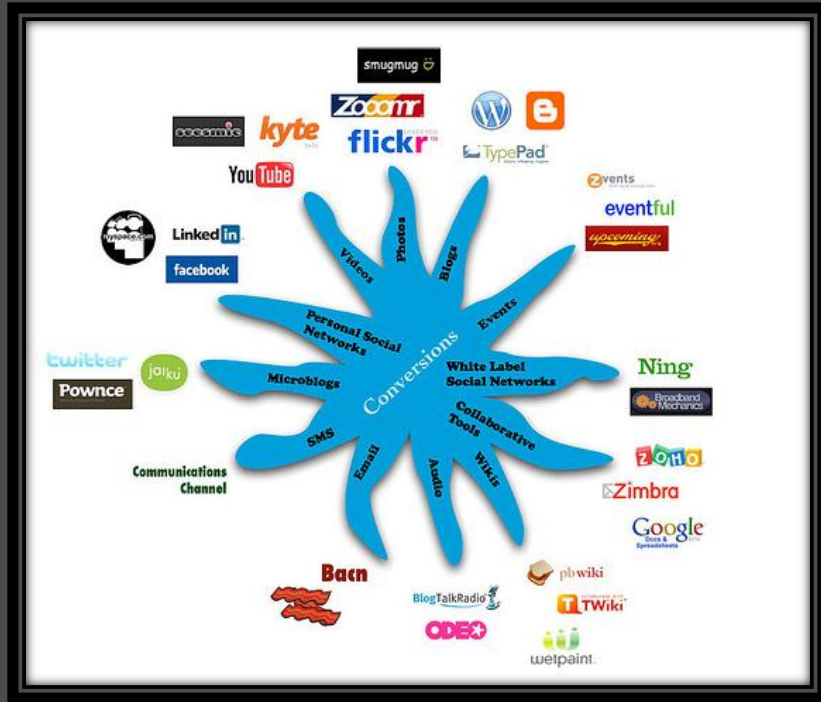
- Browse everyone
- Browse only those you are following
- Browse categories
- Browse “Gifts” (pins with prices)

Create visually-stimulating collections of pins on boards.

Repin, comment, and like other pins.

Follow other pinners and brands.

# Socially Integrated



- Even though each platform has its own unique functionalities, your brand's voice **MUST** be consistent across all channels in order to build credibility and trust.

- If a promotion lives on one platform, other channels are used to support it.

- Cannot ignore channels! If focus is only on one medium, the ignored channels represent a huge missed opportunity.

- Success may not be immediate. It takes time to build credibility, regardless of the content or voice being used.

- Consumers are smarter than ever. They are aware of advertisements and marketing efforts. Messaging cannot be obtrusive but rather used to create a trusting relationship between brand and consumer.

# Engagement

